

CITY OF HAMILTON

CITY MANAGER'S OFFICE
COMMUNICATIONS AND INTERGOVERNMENTAL RELATIONS
LOCATION – CITY HALL 71 MAIN STREET WEST

CREATIVE DESIGN LEAD

SUMMARY OF DUTIES

Reporting to the Manager, Marketing, Social Media & Creative Services, the Creative Design Lead is responsible for developing superior visual and graphics for use across the municipality as well as supervising the Creative Design Team at the City of Hamilton in its entirety.

Recognizing strong and consistent visual identity is a key contributor to ensuring a positive image of the City of Hamilton, this role participates in the creation of visual material and oversees creative design activities for the municipality as well as the workflow of the members of the Creative Design section of the Communications division.

This role works in partnership with the City's Communications, Digital Communications, Marketing and Social Media Teams to maximize the delivery of the City's brand and to enhance the customer experience. The role also provides editorial advice and content supporting the continual development, planning, implementation & evaluation of the visual identity and related communications products. This contributes to the City of Hamilton's brand strategy that supports the realization of the City's vision, mission, values and strategic goals.

In addition to fulfilling graphic design requests, this position will manage the "day to day" operations of all assigned staff including the work planning for the team, prioritization, assigning and reviewing of work, monitors and evaluates performance of staff, using the outcomes to continuously improve.

This includes developing marketing collateral that is engaging, informative and compelling through all brand touch points as well as messaging all legislative compliances.

GENERAL DUTIES

Acts as the strategic lead for design across the City from planning to execution.

Accountable for understanding the City's design needs and harnessing the internal resources to maximize delivery.

Provides oversight as required in the development of enterprise design as well as divisional and departmental product needs.

Oversees the City's design team and is accountable for day-to-day management of employees as well as performance evaluation, recruitment and development.

Executes requests for creative designs, such as presentations, web graphics, e-blast layouts, marketing collateral, signs, logos, brochures, templates and other as needed, seeing all projects through from concept, production, completion and delivery.

Generates digital composites, assembling multiple images into a blend or collage with use of Photoshop or other image editing software. Creates illustrations, either digitally or by hand using a graphics tablet.

Manages the City's design budget and is required to work in collaboration with departments to understand design needs, and is expected to identify and evaluate in-year departmental requests that may be contained in program budgets to maximize outcomes.

Translating client's communication requirements into a visual entity that's addresses the communications needs of the target audience reflecting the brand of the City of Hamilton.

Design creative, development and design management expected to communicate the City of Hamilton brand requirements and associated collateral.

Responsible for strategic brand management including ensuring adherence to corporate, municipal, provincial, federal, standards and guidelines ensuring a creative and respectful image of the City of Hamilton.

Plays an integral role in the success of resident engagement and City of Hamilton image by supporting project teams with direction, leadership, guidance, empowerment and encouragement by demonstrating a collaborative attitude with colleagues and across competing deadlines.

Provides advice and counsel to clients on matters of all design and production from a strategic point of view consistent with corporate communications and brand guidelines.

Provides direction, coordination and approval for the design, art, production and distribution as well as design solutions and production of materials on all work produced by design section staff, with internal and external suppliers.

Collaborates on cross departmental teams to provide expertise support and analysis to corporate service delivery initiatives focused on design, digital corporate communications, marketing and public engagement.

Promote creative thinking during brainstorming sessions, guide, influence and motivate others with thought –provoking ideas and recommendations, crack new ideas for creative team management and processes.

Prepares and reports on sections services, financial, administration and staff performances against established benchmarks. Sets above average standards and leads by example.

Accountable for the design sections budget, achieving City's marketing goals and objectives through the effective and efficient use of financial and staff resources and uses "best practices" approach in developing and delivering quality services in a timely and cost effective manner.

Works in accordance with the provisions of applicable Health and Safety legislation and all City of Hamilton corporate and departmental policies and procedures related to Occupational Health and Safety.

Performs other duties as assigned which are directly related to the major responsibilities on the job.

QUALIFICATIONS

1. Undergraduate degree or college diploma in visual arts, graphics/multimedia design or a similar program or an equivalent combination of education.

2. Must have a wide range of design abilities and experience with a solid background in visual communication, commercial art, graphics, print, digital, photography, video, branding, cartographic, GIS and typography.
3. Prior hands on and knowledge of Illustrator, InDesign, Fireworks, Dream Weaver, Adobe edge, Photoshop, Coral Draw, GIS, ACAD and or other related software and tools for use in the graphics and digital world.
4. Proven ability to work in a leadership role and to be productive independently and as a team member in a busy and varied environment with deadlines and changing priorities.
5. Must be able to provide seamless design for all digital and standard graphics.
6. Requires extreme attention to detail, knowledge of all design platforms, interactive design, mobile and touch screen.
7. Ability to be current with the latest trends of visual influencers across the design, marketing, digital and advertising industry.
8. Strong ability to multitask, flexibility, fast thinker and can work independently, strong organizational and time management skills.
9. Strong facilitation, negotiation and project management skills. Build and foster strong working relationships and collaborative arrangements with internal and external customers, stakeholders, consultants, and, public to meet the Strategic Plan goals and objectives.
10. Excellent customer focus coupled with well-honed consulting and relationship management abilities.
11. Candidate should have a demonstrated record of strong leadership and coaching, customer focus, team advocacy and commitment to results. The ability to work in a fast-paced manner with attention to details is mandatory to this role as well as time management and experience team development in both a direct management and matrixed environment.
12. Demonstrates solid presentation, listening and communications skills. Able to work quickly and efficiently.
13. Demonstrates proactive, solution-oriented and solid understanding of consumer behaviour and market dynamics of Municipal Government and the corporate culture.

THE INCUMBENT SHALL COMPLY WITH ALL HEALTH AND SAFETY POLICIES AND PRACTICES FOR THIS POSITION AND THE WORKPLACE.
